

c. Subclaim 1(C). The formulated system of Claim 1 in which the content of the information is crafted to: (a) affect the employees' compliance so as to inform the applicable employees of the workforce social norms of compliance and taboos of noncompliance, thus promoting informal workforce and informal family-unit social pressures to achieve and maintain compliance to direction; (b) educate the employee on the directive to gain an understanding that answers the questions of who, what, where, when, why, and how to implement the information; (c) gain the employees' belief in the truthfulness of the information release and the source of information; (d) transfer ownership of the information implementation to the employees; (e) provide employees with social rewards for compliance and admonishment for noncompliance with the information to be implemented; and (f) reinforce and maintain implementation once achieved.